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Printcafe, MAN Roland and Komori Connect the Shop Floor Over Breakfast at VuePoint

Breakfast seminar to address the benefits of Computer Integrated Manufacturing

[MARCH 28, 2003] Printcafe Software, Inc., MAN Roland and Komori America Corporation today announced they are jointly hosting a breakfast seminar at the annual VuePoint conference in Washington, D.C, on the morning of April 2nd. Entitled: "CIM: Connecting the Shop Floor Over Breakfast," the seminar features the joint participation of the three companies, along with a panel of customers in a discussion about the benefits of Computer Integrated Manufacturing.

The seminar will examine the ways Computer Integrated Manufacturing (CIM) can help printers guard against the trend of downward profit margins, and how it can connect the disparate processes in management and production to enable printers to manufacture more efficiently and profitably.

"We are working with Komori and MAN Roland to leverage the new CIP4/JDF standard and integrate our solutions so that Computer Integrated Manufacturing becomes a reality in the printing industry," said Andy Schaer, senior vice president of marketing at Printcafe. "The fact that two of the leading press manufacturers are appearing together at this event demonstrates their absolute commitment to this important industry-wide initiative."

"The graphic arts have shied away from CIM because every assignment a printer gets involves the creation of a customized product," says Christian Cerfontaine, director of marketing at MAN Roland Inc. "Today's advanced control and automation systems, like PECOM, can help the printer meet the custom requirements of every job, while taking advantage of the cost-effective benefits of CIM."

Printcafe will look at the role of an integrated management system in a CIM environment, and discuss how it is leveraging the new JDF standard to connect its systems to Komori and MAN Roland presses. The use of Printcafe's Auto-Count tools will enable printers to benefit from CIM by retrofitting their existing presses to capture costs, performance, downtime and other events directly from the production equipment, eliminating manual processes and providing accurate real-time production data.

MAN Roland will present its PECOM press operating and automation system, and relate how it brings the advantages of CIM to the pressroom. Emphasis will be placed on the advanced PECOM modules JobPilot and PressMonitor, with success stories featuring printers who use the software to reduce make-readies and increase pressroom productivity. MAN Roland will also discuss the importance of digitally driven mechanical advancements in the CIM workflow including innovations such as Automated Plate Loading and QuickStart.

Komori will present Total Print Integration, their customer driven, open architecture approach to pressroom integration. "Komori believes that as the graphic arts industry embraces the CIM business model, it is important that printers have the flexibility to design a workflow solution that best fits their needs. TPI provides Komori users the integration tools necessary to maximize their productivity," says Jacki Hudmon, General Manager, Komori Imaging Systems.

Komori will discuss the components of TPI, including the Lithrone press; K-Station, the cornerstone of Komori's JDF implementation; and Color Connection, a suite of software tools that facilitates the connectivity of prepress to press.

The seminar also features a panel of customers from the three companies, who will discuss how they are connecting their Printcafe print management system with production equipment from MAN Roland or Komori for a single integrated workflow, and greater visibility into their business.

VuePoint takes place at the Omni Shoreham Hotel, in Washington, D.C. from March 31-April 2. The breakfast seminar will be held on Wednesday, April 2 in the Empire Room from 7:30-8:45 am and is open to all conference attendees.

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About Printcafe

Printcafe Software, Inc. (NASDAQ: PCAF) is a leading provider of software solutions designed specifically for the printing industry supply chain. Our enterprise resource planning and collaborative

supply chain software solutions enable printers and print buyers to improve productivity and lower costs. Printcafe's procurement applications for print buyers integrate with our software solutions designed for printers to facilitate Web-based collaboration across the print supply chain. Printcafe's software solutions for the printing industry supply chain have been installed by more than 4,000 customers in over 8,000 facilities worldwide, including 24 of the 25 largest printing companies in North America and over 50 businesses in the Fortune 1000.

#### About MAN Roland

MAN Roland Druckmaschinen AG is the world's second largest printing press manufacturer and the world's market leader in web press and newspaper printing technology. (Every third newspaper produced in the world is printed on a MAN Roland press.) With main facilities in Offenbach and Augsburg, Germany, MAN Roland generates annual sales of EUR 1.8 billion. Exports account for 79% of the figure. MAN Roland produces web and sheetfed offset presses as well as digital printing systems for commercial printers, newspaper printers, publishers, packaging producers, quick printers and in-plant shops. The company is a subsidiary of MAN Aktiengesellschaft, Munich. The MAN group is one of Europe's leading suppliers of capital goods, with 77,000 employees whose expertise ranges from commercial vehicle manufacturing to engineering. Its annual sales total EUR 16 billion.

#### About Komori

Komori Corporation, headquartered in Tokyo, Japan, is a premier manufacturer and worldwide distributor of offset printing equipment. The Company has manufacturing facilities in Toride, Sekiyado, Yamagata and Tsukuba, Japan, and subsidiaries in Europe, the UK and the United States. Komori America Corporation is based in Rolling Meadows, Illinois, and manages a distribution and service network throughout the United States. [www.komori.com](http://www.komori.com)